



SpeakEtc.

Personalized Presentation Skills

Be Memorable!

Summer 2010

In This Issue

[Make an Impression](#)

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Quick Links

[WATCH Full Express to Impress video](#)

Have a Communication Question?

Ask it on my [blog](#) and I'll write about it!

Upcoming Events

Wed, 6/16
Career Boot Camp
Temple Beth EL
Networking Group
Stamford, Ct.

July 17!
[Presentation Boot Camp!](#)

July 14 - Aug. 11

Speak Out
Business Presentations
Baruch College

6:15 - 8:15

[Super Mompreneur Convention](#)
October 2010

"I recently attended one of Robyn's public speaking seminars and was impressed with her ability to deliver

Dear Robyn,

How many of you have a love/hate relationship with **networking**. Well, I'm here to say, **networking works!** Almost 100% of my business comes from people I meet at networking events or through referrals from the people I meet at networking events.

Of course, it's important to make the most of your networking opportunities and that's why I've included the tips below. Most of us know it takes 2 seconds to make a first impression but *do you know **it can take up to 12 visits to undo a negative first impression?***

So make sure you're remembered for all the right reasons. And don't give up if you don't immediately get a job or a referral from one flurry of networking. Networking is an investment and like other investments, it can sometimes take a while to reap benefit. I recently got two great referrals from two people I met over 2 Years ago!!! And then again, I'm working with two people I met just last month so you never know!

Here are some great places I've met wonderful people: [Ladies Who Launch](#), [Savor the Success](#), [Financial Women's Association](#), [American Business Women's Association](#), [Manhattan Chamber of Commerce](#), [Greater New York Chamber of Commerce](#).

This newsletter includes a few tips on how to make sure your first impression makes an impact. And if you want to learn more tips, watch the full video of a presentation I did recently for the New York Public Library's Science Industry and Business Library, [click here](#). Or watch for a series of short videos I made with and for [Doitinperson.com](#). OR BETTER YET, contact me for a one on one session Robyn@SpeakEtc.com or sign up for [Presentation Boot Camp](#). Saturday, July 17th!

Warmest regards,

Robyn

www.SpeakEtc.com

Make a Memorable Impression

6 Steps to help engage your listener

In the past two months, I've worked with and presented to real estate agents, account executives, financial advisers, job seekers and doctors. Though I always give specific and personalized feedback, there are SIX steps that I consider essential to creating an engaging and effective first impression whether its at a networking event, a job interview, a client meeting or in that famous elevator. These steps don't have to be followed in this order (except step number one should always be done first.)

1. **Engage Them** - Make sure you have their attention and their interest. **TIP:** Ask open ended questions! or another attention getting opener like a statistic.
2. **Inform Them** - Tell them what you do but include your passion, mission, goal or objective is. **TIP:** People respond to passion!
3. **Assure Them** - Let them know about



instant results. She is able to quickly analyze your needs and make recommendations that will immediately improve your delivery and impact to the public. Robyn is the real deal!"

EstherMills, President at Accounting Policy Plus

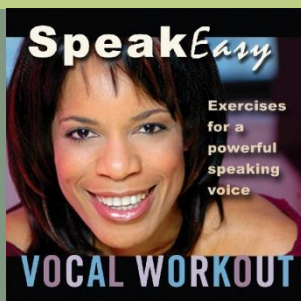
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your experience/some results you have produced- *Give examples. TIP: The more visual the example, the better.*

4. **Listen to Them** - Giving your pitch should never be a monologue. Make sure it's a conversation. Ask lots of questions and adjust your pitch to address your listener's interests or needs.
5. **Seduce Them** - Tell them What's in it for Them. How can you make their lives (or business) better, easier, more enjoyable or more successful.
6. **Invite Them** (optional) - Tell them what you're looking for and/or how to follow up.

It's so import to remember that a networking event is about creating relationships. It's not about closing a sale. Earlier I mentioned a referral that I got from someone I met two years ago. all she remembered was how passionate I was about communication.

Sound Advice

Are you infected with Whatever-itis?



In the past two months I've worked with over 20 clients. All intelligent, talented, business professionals and I have to say that over half of them suffered from various degrees of "**Whatevering**" and/or mild to serious cases of "**Upspeaking**."

These are two vocal intonation patterns that many of us are guilty of. I once heard that "The eyes are the windows of the soul but the voice is the window of the heart" In order to let your listener connect to the heart of your message, work on ridding yourself of these two

confidence stealing habits. [Read more.](#)

SpeakEtc. provides group and individual coaching and training for interview skills, value propositions, "elevator pitches" accent reduction, PowerPoint presentations and more. Using video-taped feedback, **SpeakEtc.** helps clients create and deliver personalized, powerful, organized communications. If you're in business, **SpeakEtc.** will help take you to the next level.

To find out more about one on one sessions and workshops, presentations or trainings contact: Robyn@SpeakEtc.com

Sincerely,

Robyn Hatcher
Robyn Hatcher's SpeakEtc.

WWW.SpeakEtc.com